

TO: John Buehler
FROM: G. D'Alessandro

DATE: October 3, 1994

SUBJECT: Slims Vision Value Network-Creative Brief**Background**

The Direct Marketing Group has selected V Slims to test the Vision Value Network starting on Dec. 4, 1994. This system, like Catalina, generates coupon at retail checkout, but with added features, such as members demos, purchasing history, etc.. Slims will be testing this system for five 4 weeks cycles

Objectives

- Determine the Vision Value Network's efficiency as a coupon delivery vehicle.
- Upgrade Slims pack to carton purchasers.
- Encourage purchase/continuity among Slims carton purchasers.
- Incent trial/repeat purchase among key competitive pack and carton purchasers.

Strategy/Tactics:

Slims will be executing the following test, on the Vision Value Network, for the first 4 week cycle:

Comp. Pack- Misty, Capri - Female smokers/any Comp. Carton-	Value Members	B1G1F ✓	B2G1F ✓	\$3.00 off ctn. ✓
	Non Members	B1G1F ✓	B2G1F ✓	\$3.00 off ctn. ✓
	Value Members	B1G1F ✓	B2G1F ✓	\$3.00 off ctn. ✓
	Non Members	B1G1F ✓	B2G1F ✓	\$3.00 off ctn. ✓
Slims. Pack-	Value Members	\$1.00 off ctn./4 pck ✓	\$2.00 off ctn. ✓	
	Non Members	\$1.00 off ctn./4 pck ✓	\$2.00 off ctn. ✓	
Slims Carton-	Value Members	\$1.00 off ctn. ✓	\$3.00 off 2 ctn. ✓	
	Non Members	\$1.00 off ctn. ✓	\$3.00 off 2 ctn. ✓	

Elements:**October Buying**

For this test, you are only required to supply A&K for the coupons. The coupon format should conform to specs on the Vision Value Network promotion planning workbook. PM will supply UPC codes for the above coupons.

Please note that only 7 coupons versions are required. UPC codes could be overlaid in top.

Coupon expiration date: 2/28/95

Any smokers.

2071459851

Execution Guidelines

The system can only print in black and white, Therefore, A&K execution should be limited to black and white.

The coupons should incorporate the following in order of importance:

- 1- Branding- Pack name should be prevalent
- 2- Coupon Offer-Value should be clear
- 3- Image- If possible the brand image should be incorporated, i.e. black & white art of Slim model.

Production Timing/Mailing:

A&K Due	11/12
In store	12/4-12/31
First Cycle results	1/20/95

2071459852